

Abstract

The present invention relates to a lottery type selling method and apparatus through a virtual shopping mall established through Internet. The lottery type selling method comprises the steps of: establishing a virtual shopping mall; registering a sales product at the mall; selling a lottery through a consumer's terminal connected to the server; confirming whether or not a total sales amount of the lotteries; stopping sales of the lottery and publicly announcing a lottery date; carrying out the lottery for the corresponding product and publicly announcing a winner; and delivering the product to the winner. The invention establishes the virtual shopping mall, thereby decreasing merchandise distributing cost, and also can provide consumers with the opportunity to purchase a high price product through a low price lottery right.